

# A Study on the Purchasing Behaviour of Men's Casual Wear in Punjab

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## Abstract

### Introduction :

Numerous individual, social, psychological, cultural, and economic factors have a significant impact on how consumers behave when making purchases. In recent years, there have been no borders in the men's fashion market. Men spend a lot of time and money experimenting with different looks because they are more mindful of their appearance and personality. In the Indian fashion market, casual clothing is now one of the categories with the quickest growth. The market has grown at an accelerated pace in recent years as a result of the rising desire for comfort, rising income levels, changes in lifestyles, multinational companies' acceptance of casual clothing, the success of start-up businesses, and the entry of new domestic and foreign players. The market for men's casual clothing has grown dramatically, and ready-to-wear is becoming more and more popular. In a nation with such ethnic diversity as India, selling fashion is never easy.

### Objectives

The purchasing habits of Indian consumers need to be researched and understood by brands. The present study examines men's purchasing behaviour for existing casual wear brands in Punjab. The aim is to provide valuable insights for future researchers and organizations, enabling thoughtful consideration of these characteristics before introducing new brands and products to the market.

### Materials and Methods :

Descriptive analysis of 101 responded from males aged 31–40 in Chandigarh, Ludhiana, and Jalandhar are used for this study. The research employs a structured questionnaire through Google forms with both open-ended and closed-ended questions.

### Results

It reveals that the majority of men spend Rs.800 to Rs.1200 for buying a summer casual shirt and Rs1200 to Rs1600 for buying summer casual trousers. It also gives an idea about the men preferred color intense fabric for summer season and majority of men prefer dark color and light color for trousers and shirt respectively.

### Conclusions :

The study tried to explore the present scenario of the men's casual wear market in Punjab and the various factors responsible for driving consumers towards making a purchase of casual clothing. The research emphasized a better understanding of consumers, revealing that men consider clothing a crucial element in expressing their personalities. Brands should consider the colour and design preferences of their consumers while designing new collections.

**Keywords:** Menswear, Purchasing Behaviour, Clothing Preferences, Design, Casual Wear, Brand

## 1. Introduction

Clothing is a fundamental human need, serving to protect us from weather conditions while expressing cultural, status, and style preferences. Modern men view dressing as a constructive expression of needs and desires, moving beyond mere functionality for warmth. With an increased focus on formation and fashion, men are investing

time and money in experimenting with new styles, becoming more self-conscious about their appearance and personalities. The evolving lifestyle has expanded the demand for comfortable and trend-conscious menswear, extending beyond formal clothes. The menswear sector is rapidly expanding, with an estimated market value of INR 3.3 trillion across India in 2028[1].

Casual wear is the most commonly worn type of clothing inside and outside the home in casual settings such as shopping, meeting friends, etc.[2]. It is descriptively interpreted as a comfortable, relaxed western dress code, suitable for occasional wear and cooling off for routine chores and daily use [3].The casual wear segment in India has experienced significant growth in recent years, driven by increasing incomes, robust spending power, urbanization, evolving lifestyles, a growing preference for casual attire among MNC workers, the emergence of startups, and the entry of foreign players into the market. Indian brands have also introduced fashionable casual wear products and changed their brand positioning to reflect current global fashion trends [4]. Another reason for the increased demand for casual wear is that people want more comfortable clothing, as comfort is the most important factor affecting the body, so consumers can feel better about themselves by wearing comfortable clothing that fits and moves easily [5].The current casual wear retail sector, valued at Rs 36160 million, is expected to reach Rs 7885320 million by 2028, showcasing a robust CAGR of around 8% [4]

India presents abundant opportunities for brands and retailers, especially those attuned to the diverse clothing patterns influenced by rich cultural and traditional integration [6]. Casual wear purchasing behaviour in India is influenced by reference groups like family, friends, and celebrities, along with the evaluation of functional (fit, size) and perceptual attributes (sense of belonging, increased self-esteem)[7].Consumers prioritize products aligned with their personalities, current trends, specific needs, and, most importantly, their lifestyle [8]. The present study emphasizes the need for brands to comprehend the dynamic demands and purchasing behaviour of the Indian customer, especially in the context of men's casual wear. With limited research available on this subject, the present study focuses on exploring men's purchasing behaviour for existing casual wear brands in Punjab. The choice of Jalandhar, Ludhiana, and Chandigarh is strategic. Chandigarh represents contemporary ideas; Ludhiana offers a diverse range of men's wear options; and Jalandhar, with its NRI Punjabi population, is inclined towards

international brands and casual apparel. These cities are central hubs for job opportunities, entertainment, education, and medical facilities, making them representative of the larger population's preferences in Punjab. The study aims to provide insights into the entire Punjab region by selecting these key locations.

## **2. Objectives**

The objective of this study is to examine men's purchasing behaviour for existing casual wear brands, keeping in mind the major factors that contribute to their final purchase. The aim is to provide valuable insights for future researchers and organizations, enabling thoughtful consideration of these characteristics before introducing new brands and products to the market.

## **3. Methods**

The study investigates men's purchasing behaviour towards casual clothing, exploring factors such as brand, colour, design, and budget through a descriptive analysis of 101 responses from males aged 31–40 in Chandigarh, Ludhiana, and Jalandhar. Utilizing convenience sampling, the research employs a structured questionnaire via Google Forms with both open-ended and closed-ended questions. The study combines quantitative and qualitative analysis to draw meaningful conclusions about men's preferences for casual wear within the specified demographic and geographic scope.

## **4. Results**

### **Demographic**

### **Profile**

The study's demographic analysis reveals a diverse educational background among respondents, with 46.1% holding bachelor's degrees, 39.2% having master's degrees, 6.9% having completed matriculation, 5.9% having completed senior secondary, and 2% holding a doctorate degree. The majority, 82%, reside in urban areas, while 6.9% are in rural areas, 4.9% in suburban areas, and 1% in remote areas. The study, conducted across Jalandhar, Ludhiana, and Chandigarh, gathered responses from 38.2%, 32.4%, and 29.4% of participants, respectively. In terms of employment status, 61.8% are employed, 33.3% are self-employed, and 4.9% are unemployed. Marital

status shows that 76.5% of respondents aged 31–40 are married, while 23.5% are unmarried. Regarding annual income, the majority (61.8%) falls in the Rs. 3,00,000/- to Rs. 9,00,000/- range, with 21.6% earning less than Rs. 3,00,000/-, 10.8% exceeding Rs. 12,00,000/-, and 5.9% falling between Rs. 9,00,000/- and Rs. 12,00,000/-. Refer to Table 1.

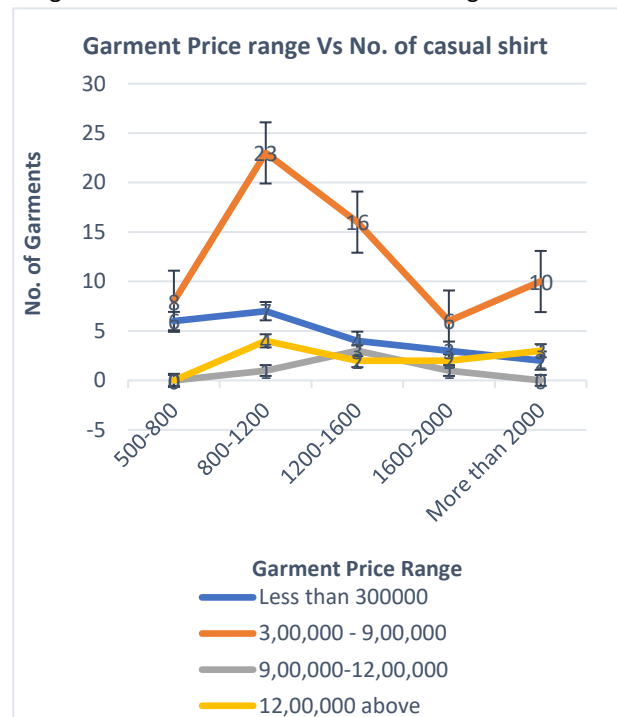
**Table 1: Summary of Demographic Profile of Respondents**

Summary of Demographic Profile (n=101)						
Sex: Male						
Age Group: 31-40 years						
City	Ludhiana (38.2%)	Jalandhar (29.4%)	Chandigarh (32.4%)	Others (-)	-	-
Education	No schooling completed (-)	Matriculation (6.9%)	Senior Secondary (5.9%)	Bachelor's Degree (46.1%)	Master's Degree (39.2%)	Doctorate (2%)
Area	Remote (1%)	Rural (6.9%)	Suburban (4.9%)	Urban (82.4%)	Not Sure (4.9%)	-
Employment Status	Unemployed (4.9%)	Employed (61.8%)	Self-Employed (33.3%)	Retired (-)	-	-
Marital Status	Single (23.5%)	Married (76.5%)	Others (-)	-	-	-
Annual	Less than Rs	Rs 3,00,000/-	Rs 9,00,000/-	Rs 12,00,000/-	-	-

Income	3,00,000/- (21.6%)	- Rs 9,00,000/- (61.8%)	- Rs 12,00,000/- (5.9%)	0/- and above (10.8%)		
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### Expenditure on Summer Casual Shirt

Data collected on men's expenditure for buying a summer casual shirt indicates that the highest proportion of men prefer to spend Rs800 to Rs.1200 for buying a summer casual shirt, followed by Rs.1200 to Rs.1600, Rs.500 to Rs.800, Rs.1600 to Rs.2000 and more than Rs.2000. It is interesting that salary range of Rs.3,00,000 to Rs.9,00,000 have maximum number of purchases in all the price ranges as shown in Fig. 1.

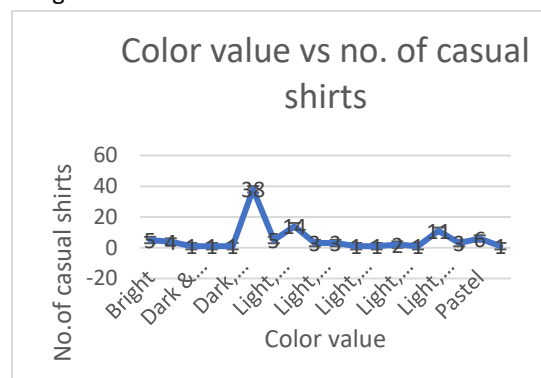


**Fig. 1 – Garment price range against no of casual shirt**

### Color preferences for Summer Casual Shirts

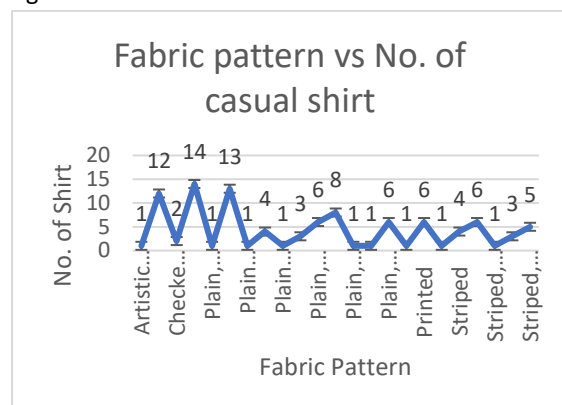
Data on men's color preferences for summer casual shirts indicates that a significant majority of men prefer light colors for the summer season. Preference for light dark and light pastel colors was found to be nearly equal, followed by bright color. Only a few men preferred neon and dull colors for summer casual shirts. In conclusion, the findings highlight that the majority of men favour light

colors when choosing summer casual shirts as given in fig.2.



**Fig. 2 – Color Value against no of casual shirt**  
**Design Pattern preferences for Summer Casual Shirts**

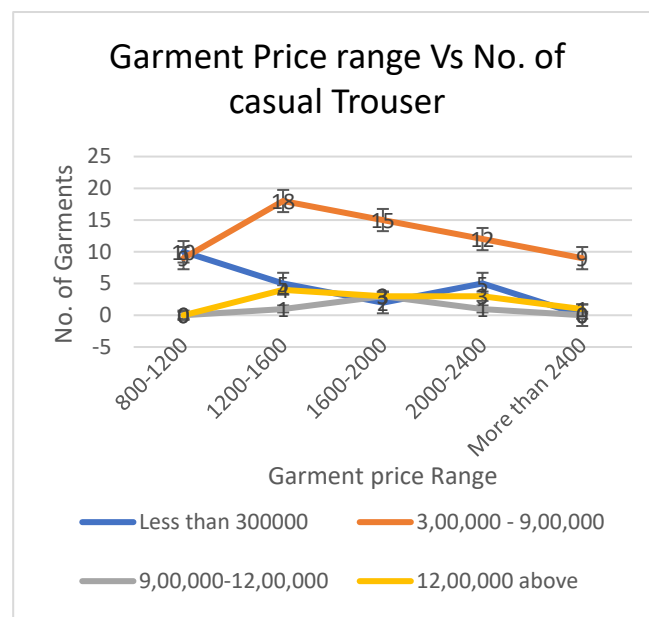
Analysis of data concerning design pattern preferences for summer casual shirts among men shows that a substantial majority prefer plain shirts, followed by plain checked, checked. Conversely, a minimal number of men express a preference for more intricate design elements such as artistic dyeing and embroidery in their shirts as shown in fig.3.



**Fig. 3 – Fabric pattern against number of casual shirt**

#### Expenditure on Summer Casual Trousers

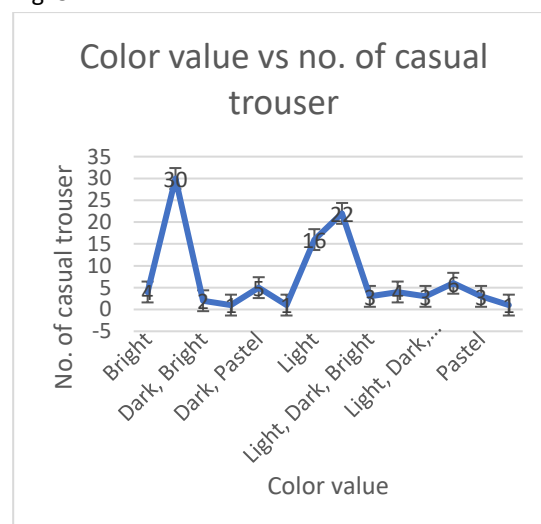
Data on men's expenditure for buying summer casual trousers indicates that the highest proportion of men spend Rs.1200 to Rs.1600 on summer casual trousers, followed by Rs.1600 to Rs.2000, Rs.2000 to Rs.2400, and Rs.800 to Rs.1200. Few men prefer to spend more than Rs.2400. This also gives the similar result as like the shirt, that salary range of Rs.3,00,000 to Rs.9,00,000 have maximum number of purchases in all the price ranges as given in Fig. 4.



**Fig.4 - Garment price range against no of casual Trouser**

#### Color preferences for Summer Casual Trousers

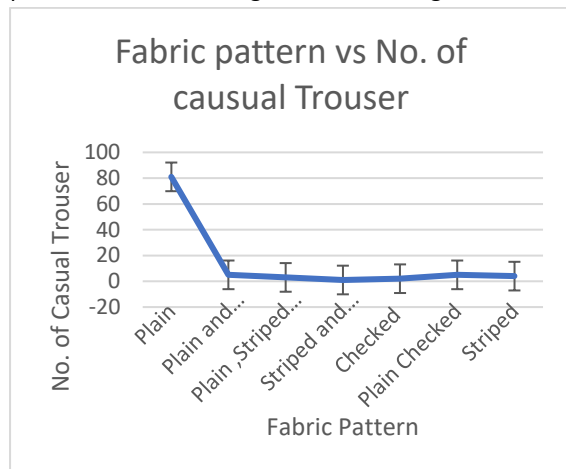
Data on men's color preferences for summer casual shirts indicates that a significant majority of men prefer dark colors for summer casual trousers, followed by light color. Pastel and pastel bright color preferences were found to be relatively lower. It's worth noting that a minimal percentage of men express a preference for dull color as given below in Fig. 5.



**Fig. 5 - Color Value against no of casual shirt**  
**Design Pattern preferences for Summer Casual Trousers**

Analysis of data on design pattern preferences for summer casual trousers in men reveals a distinct inclination towards simplicity, with a significant

majority of men are expressing a preference for plain casual trousers during the summer season. In contrast, a smaller percentage of men opt for patterned trousers as given below in Fig.6.



**Fig. 6 – Fabric pattern against number of casual Trouser**

#### Summary

The majority of men spend Rs.800 to Rs.1200 price range on buying a summer casual shirt and at the same time they spend Rs.1200 to Rs.1600 on buying summer casual trousers. With respect to design elements, they prefer light and dark color for shirt and trouser respectively and like plain design in both shirt and trouser selection.

#### Discussion

The Companies should conduct surveys from time to time to learn about the ever-changing preferences of buyers. This research contributed to a comprehensive understanding of the men's casual wear consumer market in Punjab, providing valuable insights for both researchers and brands to navigate and cater to the dynamic factors influencing men's purchasing behaviour in the region.

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